

Intellectual Property

Since its founding, Yamaha has sought to acquire its own patents and other intellectual property rights while respecting the intellectual property rights held by third parties. More recently, the Company has taken steps to integrate its business, R&D and intellectual property strategies, enacting a number of measures designed to maximize the contribution of intellectual property to business operations.

Patents

Yamaha has formulated patent strategies specifically tailored to operations in business segments and identified target technical fields for patent acquisition in the strategies and is striving to build a strong patent portfolio through concentration in its core competence.

In each business segment, patents are utilized primarily for commercial distinction, and to help Yamaha operations secure and maintain their competitive edge. The Company also promotes licensing to third parties in certain fields.

From the standpoint of asset optimization, Yamaha annually assesses its full portfolio of patents held within and outside of Japan, determining the state of usage and evaluating patent rights in terms of present and future potential, ultimately retaining only those deemed most beneficial.

As of March 31, 2009, the Yamaha Group owned a total of approximately 5,700 patents and utility models in Japan. Outside of Japan, the Group held roughly 4,600 patents, mainly in the United States, Europe and China.

Designs

Yamaha views design as a critical element in setting its products apart in the market, and makes every effort to properly safeguard and utilize these assets. In recent years, Yamaha has taken bolder steps to acquire design rights in China in order to counter counterfeit products. The Yamaha Group held some 700 design rights in Japan and overseas as of March 31, 2009.

Copyrights

Besides industrial property rights, such as patents, designs and trademarks, the Yamaha Group generates numerous intellectual property rights in the form of copyrighted works, mostly in the field of sound and music. Music-related copyrights are of particular importance to Yamaha in terms of intellectual property. As such, the Company strives to ensure their proper management and use, taking legal measures when necessary.

Brands

Yamaha has taken various initiatives to maintain and enhance the value of its brand. In 1986, the Company established regulations for Yamaha brand management, also setting up a Companywide brand management committee and refining rules regarding brand representation to ensure appropriate usage. Going forward, Yamaha will develop and utilize its brands more strategically by extending rigorous management beyond the main Yamaha brand to product- and service-related sub-brands.

Anti-Counterfeiting Measures

For more than a decade, Yamaha has pursued a proactive policy against the counterfeiting of its products. Using bureaucratic and legal routes, Yamaha has vigorously combated counterfeiting with some success. Going forward, Yamaha plans to adopt a more aggressive legal posture, including filing lawsuits against infringers, to preserve its brand value and to retain consumer trust in the Yamaha brand.

Patent Management Systems

Corporate staff are assigned to the Legal & Intellectual Property Division to oversee the integrated management of all patents held by the Yamaha Group. In addition, specific intellectual property personnel at each business and R&D division ensure the Company's patent strategy is coherent with its business and R&D strategies. Personnel responsible for intellectual property in each business and R&D division work in close communication with the Legal & Intellectual Property Division to promote Yamaha's patent strategy from both a Companywide and business domain perspective.

Patent Owned by Yamaha (as of March 31, 2009)

(Number of patents)

